

Marketing & Consumer Studies: MSc

The Gordon S. Lang School of Business and Economics offers a MSc in Marketing and Consumer Studies, a program for students who want to gain expertise in an area that has been, and always will be, critical to achieving success in any market - understanding consumers. You will be equipped with advanced theory-based research skills that will prepare you for a career in marketing research, brand management or academia.

uoguelph.ca/lang/msc-marketing

Program

You can complete your degree within two years. In the first year, you will complete your course work in small, dynamic classes which allow for collaboration with faculty and your peers. Following your course work, and with the guidance of your advisory committee, you will conduct original research and develop a strong thesis to add to the marketing and consumer behaviour literature.

Areas of Research

- Consumer preferences and decision making
- Consumer well-being and public policy
- Marketing management and strategy
- Innovation adoption
- Advanced research methods
- Real estate and housing

Admission Requirements

A 4-year honours undergraduate degree (or equivalent), ideally in a social science field, and a strong interest in research. Applicants are encouraged to connect with the program support team before submitting an application to determine eligibility and fit.

A GMAT score of 550 or higher, or a GRE score in the 50th percentile or higher across all sections, is required from all applicants.



Funding

As a Marketing and Consumer Studies graduate student, you will receive partial funding in support of your studies from one or more of the following sources:

- Graduate Teaching Assistantship
- Graduate Research Assistantship
- Scholarships (internal or external)

Application Deadline:

January 15

Entry: Fall

ARE YOU INTERESTED IN:

- Consumer preferences
- Marketing management
- Innovation adoption
- Real estate

CAREER OPPORTUNITIES:

- Continuing on to PhD studies
- Marketing research
- Brand and marketing management
- Advertising and communication
- New product/service design
- Quality management and control
- Applied economics and macro marketing



CONTACT INFORMATION

Graduate Program Coordinator, MSc:

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Management: PhD

Marketing and Consumer Behaviour

The PhD in Management at the Gordon S. Lang School of Business and Economics offers students the unique opportunity to join an inter-departmental program that explores complex challenges in modern business management and scholarship. Lang doctoral students develop research with impact in one of three possible fields -- Organizational Leadership, Services Management, or Marketing and Consumer Behaviour – and graduate as innovative and successful researchers and lecturers.

uoguelph.ca/lang/phd-management

Program

The Marketing and Consumer Behaviour (MCB) field of the PhD program gives students a balanced foundation in management theory to allow them to pursue research on consumer behaviour drivers and marketing trends. Our MCB students investigate strategic marketing planning and implementation issues and use cutting-edge analytical tools to generate insights into consumer purchasing patterns.

Timeline: After completing coursework and a qualifying exam, students devote the remainder of their time in the program to the completion and defence of a doctoral dissertation.

Study Options: Full-time only

Admission Requirements

A Master's degree from a recognized university with a first-class average (80% or A-) or higher.

Complete application packages include: transcripts, 2 letters of recommendation, statement of research interest, CV, proof of English proficiency (if applicable) and the submission of a GMAT score of 600 or higher or a GRE score in the 60th percentile or higher across all sections.



"Joining the PhD in Management allowed me to improve my research skills by working closely with knowledgeable faculty members, which inspired me to move further to advance knowledge in my field."

– Bianca Kato, PhD Management (MCB) student

Funding

PhD Management students receive funding from a mix of the following sources:

- Internal and external scholarships
- Graduate Teaching Assistantships
- Graduate Research Assistantships
- Sessional Lecturer positions

ARE YOU INTERESTED IN:

- Marketing strategy
- Consumer decision-making
- Data analytics
- Modelling
- Brand loyalty and management
- Social marketing

Application Deadline:

January 15

Entry: Fall

CAREER OPPORTUNITIES:

- Academic research and teaching
- Public and private sector
- Industry
- Business consulting



CONTACT INFORMATION

Graduate Program Coordinator

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